

Niwot Local Improvement District Advisory Committee

MEETING MINUTES

Tuesday, January 9, 2024

Present: Scott Firle, Eric Bergeson, Lisa Rivard, Sarah Cioni, Mary Coonce, Keith Waters, Cornelia Sawle, Heidi Storz

Guests: Angela Hudgins, Catherine McHale, Gene Hayworth, Biff Warren

Staff: Mark Ruzzin

Call to Order:

Scott called the meeting to order at approximately 7:00 PM.

Approval of Meeting Minutes:

The advisory committee considered the September 5, 2023 meeting minutes:

ACTION: On a motion from Mary, seconded by Heidi, the committee voted unanimously to approve the September 5, 2023 meeting minutes, as presented.

The advisory committee considered the December 5, 2023 meeting minutes:

ACTION: On a motion from Eric, seconded by Cornelia, the committee voted unanimously to approve the December 5, 2023 meeting minutes, as presented.

Treasurer's Report:

Mary Coonce, NLIDAC treasurer, provided a brief review of the Treasurer's Report that she had shared with committee members in advance of the meeting. Mary noted that through October 2023, LID sales tax collections were down 4.3%, or nearly \$11,000, in comparison to the first ten months of 2022. Remote sales tax revenues have decreased 36%, or over \$17,000, in comparison to 2022. Retail collections are down 5.8%, and Food and Accommodations collections are down 4.3%.

Mary noted that the NLID reserve looks as if it will grow by about \$45,000 at the end of 2023. The committee's 2024 budget is nearly \$234,000, and coming into the new year, the committee has approved one funding request for \$9,985.

The committee discussed various aspects of the Treasurer's Report and thanked Mary for preparing the report, including asking county Transportation Division staff to attend a future NLIDAC meeting to discuss the Connectivity Plan and opportunities for collaboration between the committee and the county.

The committee also discussed scheduled its annual meeting with the Board of County Commissioners.

Event Report: Dancing Under the Stars

Catherine McHale provided a Dancing Under the Stars event report to the committee. 2023 was the fourth season of DUTS, with 15 Friday night events. Each dance night includes a free dance lesson followed by two hours of dance music. Each event night typically draws 150-200 people to Cottonwood Square. Catherine and the committee discussed the various improvements that Catherine is working towards to make the event easier to stage. Catherine noted that the 2023 NLIDAC funding request was \$7,300, the NBA contributed \$1,500, and \$5,000 was raised through sponsorships. Catherine described the various social media strategies that are used to promote the event, and the benefit the event provides to local restaurants.

Funding Requests:

The advisory committee considered the following funding requests:

1. Niwot Business Association: Winterfest - \$3,250.00

Angela Hudgins presented the funding request proposal for the NBA. The event is designed to encourage attendees to explore Second Avenue and Cottonwood Square during the warmer hours of Saturday, January 27. Retailers will be encouraged to offer in-store promotions and restaurants will be encouraged to serve warm food and drinks. Hot chocolate and s'mores stations will be dotted around town and each station will include family games. Inkberry Books will be hosting a winter poetry reading, a winter-themed film will be screened at the Wheelhouse, and carriage rides between Second Avenue and Cottonwood Square will be offered throughout the afternoon. The funding request will pay for the carriage rides, equipment rental, food and drink, advertising and social media promotion, and rental of the Grange for activities. Eric noted that the event is the replacement for the Après Ski event that was held in 2022; Après Ski was not held in 2023. Mary noted that the NBA will be contributing \$500 to the event.

ACTION: On a motion from Heidi, seconded by Lisa, the advisory committee unanimously APPROVED the funding request for \$3,250.00.

2. Niwot Cultural Arts Association: Restoration of "Eagle Catcher" Tree Carving - \$9,920.00

Biff presented the funding request proposal for the NCAA. Biff noted that all three Eddie Running Wolf tree carvings have been removed. The restoration of the sculptures is being completed by Dustin Running Wolf. The funding request will cover the cost of Dustin's labor at \$40 per hour and the cost of materials and supplies. The NCAA and NBA will be contributing about \$1,000 to the project.

The committee spent time discussing the importance of the sculptures to the Niwot community and the effort to restore them.

ACTION: On a motion from Eric, seconded by Mary, the advisory committee unanimously APPROVED the funding request for \$9,920.00.

3. Niwot Cultural Arts Association: Jazz Festival - \$9,000.00

Gene presented the funding request proposal for the NCAA. The 2024 Niwot Jazz Festival will take place on June 22 in Cottonwood Square. This year sees the return of the festival after a

one-year hiatus. The festival expects to showcase local, regional, and nationally known jazz performers over the course of the six-hour event.

The funding request for this year's event is \$9,000, or \$1,000 less than the 2021 and 2022 requests. The organizers continue to work to secure sponsorships to meet the total event budget of \$15,000.

Gene noted that festival will attract upwards of 1,300 visitors from across the metro region and even from across the state, providing an economic boost to Niwot businesses and restaurants. Because the festival will be a free event and no food or alcohol will be sold, visitors will be encouraged to patronize the local restaurants and retail shops throughout the day.

The music will be presented on a covered stage in Cottonwood Square from 3 pm until 8 pm. The lineup will offer a variety of jazz styles.

The committee spent some time discussing various components of the event, including food trucks, the number of attendees, the benefits of the festival to the Niwot community, and opportunities to support local restaurants and businesses.

ACTION: On a motion from Mary, seconded by Cornelia, the advisory committee unanimously APPROVED the funding request for \$9,000.00, with Keith abstaining.

4. Niwot Business Association: Connectivity Planning - \$50,000.00

Mary presented the funding request proposal for the NBA. The request is being submitted to cover the remaining expenses of Fletemeyer & Lee for the Connectivity Planning work the firm has completed for the NLIDAC.

ACTION: On a motion from Keith, seconded by Mary, the advisory committee unanimously APPROVED the funding request for \$50,000.00.

5. Niwot Cultural Arts Association: Let's Wine About Winter - \$3,462.00

Biff presented the funding request proposal for the NCAA. LWAW encourages participants to visit all the businesses in the district. The NCAA expects to sell 600 tickets for the event.

The committee spent some time discussing the cadence of winter events in Niwot.

ACTION: On a motion from Heidi, seconded by Keith, the advisory committee unanimously APPROVED the funding request for \$3,462.00.

New Business:

Scott noted that both Cornelia and Heidi have reapplied for their positions on the committee, with Lisa deciding to not reapply and thus move off of the committee. Mark noted that the recruitment period for county boards and commissions closes on Friday, January 19. The committee discussed potential candidates for the committee.

The committee spent time discussing the recently enacted local minimum wage ordinance adopted by the Boulder County Commissioners, which took effect on January 1. Scott and Eric led the conversation,

which touched on the concerns of local Niwot businesses and their interest in meeting with the commissioners to discuss their concerns. Mark provided a history of the state law that provides towns, cities, and counties with the authority to set a local minimum wage. Mark described the local wage adopted by the county commissioners, the process the commissioners used to establish the wage, and the process that the commissioners could use to change the schedule for future wage increases. Committee members discussed the various components and challenges of the local minimum wage and its potential impact on the LID and Niwot businesses. Mark mentioned that the County Administrator's Office, at the direction of the county commissioners, is developing a business support program to assist county businesses in implementing the new local minimum wage.

Public Comment:

There was no public comment.

Adjournment:

The meeting was adjourned at approximately 9:00 PM.